

Meeting Date: Wednesday, August 3, 2022  
Time: 7pm BID Advisory Board Meeting (Open to the Public)  
Location: Creekside Bakery, 1719 Grant Ave, Novato

BID Advisory Board Meeting (Open to the Public)

**7:02pm Call to Order & Introduce Guests:** Steve Jordan, Chair

Katherine Anderson, Copperfield's Books; Jon Ballack, Orange Theory Fitness; Katie Chase, State Farm; Steve Jordan, Creekside Bakery; Michael Atchison, Novato CrossFit; Jeannie Jarnot, Beauty Heroes; Mr. Jarnot, Beauty Heroes; Tief Gibbs, Vintage Vehicles; Andy Podshadley, Trek Winery; Liz Podshadley, Trek Winery; Emily Rich, Village Child; Mary Price, Village Child; Mondri Safa, Novato Square Cleaners; Peter Serchia, All Season Soccer; Jessica Deakyne, City of Novato

**Public Comment** (For items not found on the agenda. Limit 2 minutes for each speaker.)

None.

**BID Assessment Proposal Discussion & Approval**

A draft proposal to redefine zones and adjust assessments was proposed as follows:

Re-defining of Zones

Current zones are based on frontage on Grant Ave. as a prime zone with side streets secondary. Creation of a third zone allows for realization that Redwood Blvd. is a frontage street in the BID similar to Grant. Keeping Zone A intact allows for future improvements and activities to be charged specific to that zone, while making a new Zone B similar in assessments to A acknowledges the similarity in benefits provided in those two zones. The current Zone B is divided into Zone B & C, Zone C being businesses located on side streets.

Business Type and Employee Count

The current matrix has one business type that includes restaurant and retail; the new one lists them independently. The proposed assessment matrix eliminates employee count in favor of business size, utilizing some of the square footage idea. It is also based historically on the assessment level in place. This would eliminate calculations on the part of the business; the BID fee would be set.

Assessments

Zone A Assessments

These represent roughly a 5% increase over the existing rates, with an increase in lodging rates to be more equitable with retail & restaurant rates.

Zone B Assessments

Restaurant and retail rates remain the same as Zone A. Professional and Services are the base rate of \$100, because keeping Zone A rates here would be too large of a one-time increase.

Zone C Assessments

The current matrix is based on a 50% reduction from the other zone. The proposed matrix has a base assessment of \$100. The rates for lodging are the same across all zones, the same as financial. All of the other rates are based on a 60% reductions from Zone A.

Discussion:

- There were questions about how businesses were categorized, specifically, professional, service and financial.
- An audit of the current BID list was suggested to be sure all businesses in the BID are marked as such, are categorized correctly and are in the appropriate zone.

Emily Rich made a motion to advance this proposal to the membership at the next meeting. Peter Serchia seconded.

*Vote: Six in favor. None opposed. One abstention.*

**Approval of Meeting Minutes for May 17, 2022 BID Advisory Board Meeting**

Emily Rich made a motion to approve as submitted. Katie Chase seconded.

*Vote: All in favor. None opposed. No abstentions.*

**7:18pm Adjourn**

Downtown Novato Business Improvement District (BID) Advisory Board meets quarterly and was created by a formal action of the Novato City Council.